

Message Text

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FOR: EUR/AMBASSADOR-DESIGNATE GARDNER; IEU

E.O. 11652: N/A

TAGS: PDIP, SOPN, IT

SUBJECT: AMBASSADOR'S INITIAL MEDIA CONTACTS AND RELATED PUBLIC AFFAIRS ACTIVITIES

1. THIS MESSAGE IS TO SET FORTH SEVERAL CONSIDERATIONS AND SUGGESTIONS REGARDING AMBASSADOR GARDNER'S PUBLIC ACTIVITIES BETWEEN ARRIVAL AND THE SUMMER MONTHS. PREVIOUS MESSAGES HAVE DEALT WITH THE ARRIVAL ITSELF, AND WITH RECOMMENDATIONS FOR THE MORE FORMAL INITIAL CONTACTS WITH (OR FORMAL CALLS ON) VARIOUS PROMINENT LEADERS.

2. WITH RESPECT TO THE MEDIA, SINCE THERE IS EXPECTED TO BE GOOD COVERAGE OF THE ARRIVAL OF THE GARDNER FAMILY, ALONG WITH THE ARRIVAL STATEMENT, A GENERAL PRESS CONFERENCE DURING THE FIRST WEEKS DOES NOT SEEM APPROPRIATE. BUT WE RECOMMEND A SERIES OF PRIVATE MEETINGS WITH PROMINENT EDITORS, COMMENTATORS, PUBLISHERS, AND ORGANIZATION CHIEFS.

3. THERE WILL NO DOUBT BE MANY MORE REQUESTS FOR SPECIAL
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INTERVIEWS AND/OR PHOTO STORIES ON AMBASSADOR GARDNER AND THE FAMILY, AT THE VILLA (WE ALREADY HAVE SEVERAL SUCH REQUESTS). WE SUGGEST THESE BE HELD IN ABEYANCE FOR THE TIME BEING.

4. DURING THE FIRST FEW WEEKS, WE SUGGEST INVITING A SELECTED GROUP OF AMERICAN CORRESPONDENTS TO THE VILLA AND A "GET-

ACQUAINTED" EXCHANGE OF VIEWS--STRICTLY ON A BACKGROUND BASIS, AND WITH AN EMPHASIS ON ASKING THE JOURNALISTS FOR THEIR VIEWS, THEREBY MAKING THE MEETING A KIND OF DISCUSSION SESSION.

5. IN THE CULTURAL/INTELLECTUAL AREA, IT WOULD BE USEFUL FOR THE AMBASSADOR TO HOLD INDIVIDUAL DISCUSSIONS EARLY FOR REPRESENTATIVES OF ROME ENTITIES WITH WHICH THE MISSION WORKS MOST CLOSELY. WE WOULD SUGGEST INVITING CALLS ON THE AMBASSADOR BY CIPRIANA SCELBA, EXECUTIVE DIRECTOR OF THE FULBRIGHT COMMISSION; HENRY MILLON, DIRECTOR OF THE AMERICAN ACADEMY AND, WHEN CONVENIENT, WILL KOHL, DIRECTOR OF THE JOHNS HOPKINS BOXOGNA CENTER. SINCE THE AMBASSADOR IS THE HONORARY CHAIRMAN OF THE FULBRIGHT COMMISSION, AN INVITATION TO THE VILLA FOR LUNCHEON OF ALL OF THE MEMBERS OF THE COMMISSION WOULD BE APPROPRIATE.

6. AS TIME PERMITS DURING THE SPRING SEASON, OTHER INVITATIONS SHOULD BE ARRANGED FOR DISCUSSIONS WITH PROMINENT ITALIANS IN THE ACADEMIC FIELD. WE HAVE A LIST OF SUCH INDIVIDUALS, TO RECOMMEND; SOME OF THEM WERE INCLUDED IN THE "INITIAL CONTACTS" LISTS OF THE FEBRUARY 25 LETTER.

7. SPEAKING PLATFORMS: THE FIRST COMMITMENT IS THE TALK TO THE NATO DEFENSE COLLEGE, APRIL 15. IF THIS WILL BE THE FIRST SUBSTANTIVE SPEECH FOLLOWING THE AMBASSADOR'S ARRIVAL, WE CAN TAKE MEASURES TO SEE THAT THE MAIN POINTS OF THE SPEECH ARE PUBLICIZED, AS DESIRED.
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8. A MAJOR SPEECH ON U.S. ECONOMIC POLICY CAN BE PLANNED FOR THE APRIL-MAY PERIOD, USING AS A FORUM THE AMERICAN CHAMBER OF COMMERCE ANNUAL MEETING IN MILAN. THE CHAMBER HAS ALREADY INDICATED AN INTEREST IN HAVING THE AMBASSADOR UP THERE FOR THAT OCCASION, BUT HAS NOT YET SET A DATE: A TIME THAT SEEMS ADVISABLE IS AFTER THE MILAN TRADE FAIR, WHICH THIS YEAR IS APRIL 14-23.

9. REGARDING A PURELY ITALIAN FORUM, WE HAVE NO SPECIFIC INVITATIONS AS YET BUT IT IS SAFE TO GUESS THERE WILL BE SOME. SINCE WE HAVE CLOSE RELATIONS WITH THE ISTITUTO D'AFFARI INTERNAZIONALI (IAI) AND THE SOCIETA' ITALIANA PER L'ORGANIZZAZIONE INTERNAZIONALE (SIOI), AS WELL AS THE CLOSER-RELATED CENTRO ITALIANO DI STUDI AMERICANI (CISA), THERE SHOULD BE NO PROBLEM IN ARRANGING FOR AN INVITATION AND PRESTIGIOUS PLATFORM, SHOULD THIS BE DESIRED.

10. FARTHER DOWN THE ROAD, IN JUNE, THERE WILL BE THE SPOLETO

FESTIVAL (APPEARANCES, BUT NO SPEECH); INSTITUTIONS TO BE VISITED INCLUDE THE INTERNATIONAL UNIVERSITY IN FLORENCE (ALONG WITH THE MANY INTELLECTUAL ENTITIES THERE), AND THE ROCKEFELLER FOUNDATION'S VILLA SERBELLONE IN BELLAGIO.

11. LAST, BUT FAR FROM LEAST, THE AMBASSADOR'S AND MRS. GARDNER'S ROLE AS LEADERS OF THE AMERICAN COMMUNITY IN ITALY NEEDS TO BE CONSIDERED. WE HAVE A REQUEST FOR THE AMBASSADOR AND MRS. GARDNER TO APPEAR BEFORE A JOINT MEETING OF THE AMERICAN WOMEN'S AND MEN'S CLUBS IN ROME, APRIL 21. SINCE MRS. GARDNER IS NOT SCHEDULED TO BE HERE AT THAT TIME, A DECISION WILL HAVE TO BE MADE AS TO WHETHER IT IS PREFERABLE FOR THE AMBASSADOR ALONE TO APPEAR THEN, OR WHETHER A DATE AFTER JUNE MIGHT BE SET. AN APPEARANCE BY BOTH AMBASSADOR AND MRS. GARDNER BEFORE A JOINT MEETING WOULD, OBVIOUSLY, BE HIGHLY DESIRABLE, BUT OF COURSE THE AMBASSADOR HIMSELF WOULD ALSO RECEIVE A WARM WELCOME. IN ANY CASE, SUCH A JOINT LIMITED OFFICIAL USE

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GATHERING OF THE CLUBS WOULD PROVIDE A GOOD OPPORTUNITY TO GET ACQUAINTED AND TO URGE MAXIMUM PARTICIPATION BY AMERICAN COMMUNITY LEADERS MEN AND WOMEN, IN ACTIVITIES THAT ENHANCE OUR GOALS. BEAUDRY

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